



What you should know about

Face-to-face interviewers

Interviewers talk to people from the general public or special target groups, such as company directors, doctors and teachers, using a questionnaire provided. In addition to basic training and continual 'Refresher Training Courses', our interviewers receive specific instructions - either by telephone, post or in person – concerning each individual project.

The surveys are usually posted to interviewers, who then execute the study within the period of time specified. Throughout the process, our fieldwork department maintains close telephone contact with the interviewers in order to track progress and ensure the timely identification of any problems.

CAPI (Computer Assisted Personal Interviewing) is also employed, in which specially-trained interviewers read questions from a laptop provided by the institute, and enter the answers directly.

Payment depends on the length and complexity of the interviews, and the target group used. The salary and any expense allowances are agreed upon beforehand, and are paid after the study and corresponding controls have been completed.



The main methods for the selection of interview partners:

1. Random Addresses

Addresses for interview partners are provided by the institute.

2. Quotas

Interviewers are given a list of 'quota traits', i.e. 5 men/5 women, 2 aged between 15-34, etc. .
The interviewers then look for suitable interviewees themselves.

3. Random Route

This method involves the provision of a starting address, and the interviewers must follow an exact map, carrying out an interview at every Xth address along the way.

A successful interviewer is...

- "A sociable pendant" (Elisabeth Noelle-Neumann)
- Eloquent, with excellent language skills
- Not frightened of making contact with strangers
- Calm (when faced with refusals, terminations, or when interviewees vent their spleen's on the interviewer)
- Well-groomed and professional appearance
- Neutral (no manipulative behaviour)
- Careful and exact when reading questions and registering answers
- Open-minded and inquisitive (i.e. still asks "Anything else?" after the third interview)
- Reliable and trust-worthy for the institute (information flow, meeting deadlines, etc.)

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